

“EAT SMART. PLAY HARD.™”

Food and Nutrition Service, USDA



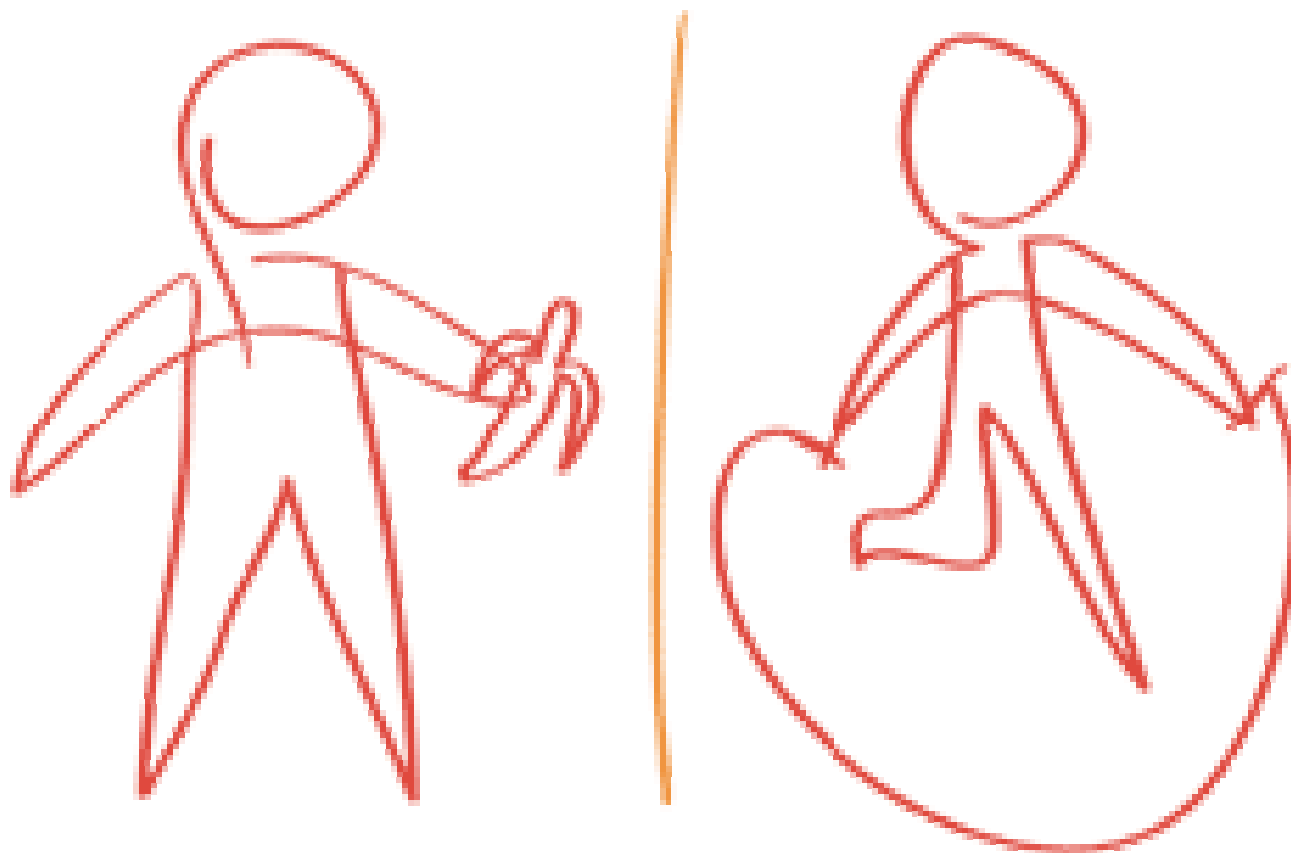
gophersports.com



Food and Nutrition Service

Eat Smart. Play Hard.™

Shape Up Somerville:



Eat Smart. Play Hard.




Food and Nutrition Service

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Kansas Family Nutrition Program

1 Click on "My Pyramid Plan"



ON THE MYPYRAMID.GOV HOME PAGE, ENTER YOUR AGE, SEX AND ACTIVITY LEVEL AND CLICK "SUBMIT". A PERSONALIZED PLAN SHOWING YOUR CALORIE LEVEL, AND HOW MUCH TO EAT FROM THE VARIOUS FOOD GROUPS WILL APPEAR.

Grains ¹	6 ounces	tips
Vegetables ²	2.5 cups	tips
Fruits	1.5 cups	tips
Milk	3 cups	tips
Meat & Beans	5 ounces	tips

Click the food groups above to learn more.

WHEN YOU SEE THIS BOX, CLICK ON GROUP TO LEARN MORE ABOUT THE GROUP. CLICK ON "TIPS" TO FIND LOU'S WAYS TO INCLUDE MORE FOODS FROM IN YOUR DIET.

Kansas FNP presents....

Put the "MY" in mypyramid.gov



1 Physical Activity: Amount of moderate or vigorous activity (such as brisk walking, jogging, biking, aerobics, or yard work) you do in addition to your normal daily routine, most days.

2 Search MyPyramid.gov

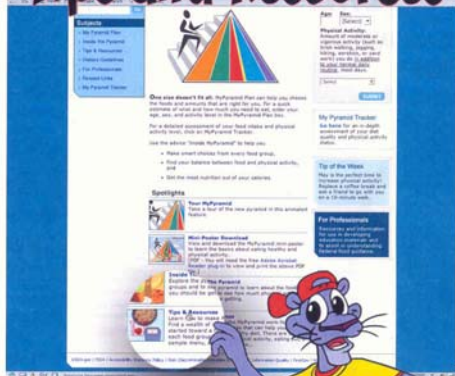
3 Inside The Pyramid: Explore the pyramid to learn about the food groups and to see how much physical activity you should be getting.

4 For Professionals: Resources and information for use in developing educational materials and to assist in understanding federal food guidance.

Join the Power Panther for a quick and easy tour of the new Food Pyramid website!

Click on "Tips and Resources"

YOU WILL FIND TO HELP COUNT DISHES IN MY PYRAMID, OR EATING OUT, SAMPLE MENU!



60 seconds a minute explore!

THE MYPYRAMID WEBSITE CONTAINS A WEALTH OF NUTRITION AND PHYSICAL ACTIVITY INFORMATION. SURF THE SITE AND SEE WHAT YOU CAN FIND!

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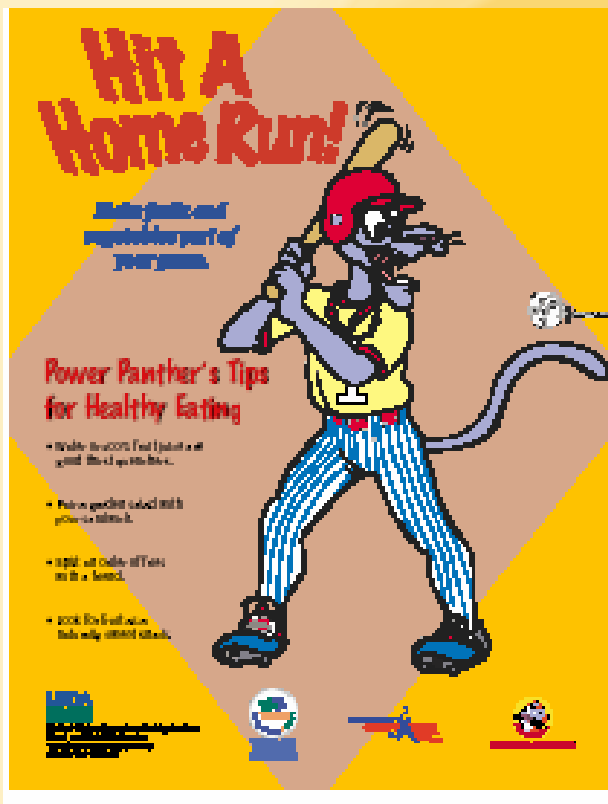
Eat Smart. Play Hard.™



Future Plans for Eat Smart. Play Hard.™



2005 and Beyond...



- Expand Web presence
- Enhance Power Panther
- Integrate into Programs
- Provide ready to go tools
- Multi-level implementation
- Increase media exposure
- Evaluation!



Power Panther™ Maximization



- Revitalize & renew Power Panther™
- Voice component
- Expand utilization of Power Panther™



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Power Panther Maximization

- Expand development of Power Panther spokescharacter
- Contractor will provide recommendations to FNS on how to enhance and maximize Power Panther
 - Appealing to target audience
 - Effectiveness
 - Promote ESPH and key messages



Focus Groups

- PP character analysis
- Two focus groups— CA and IL
- To test different Power Panther looks and potential sidekick character
- Target audience – boys and girls ages 6-12.



Presenting...



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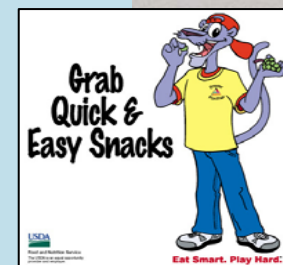
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Bright Ideas

Web-based Guidance

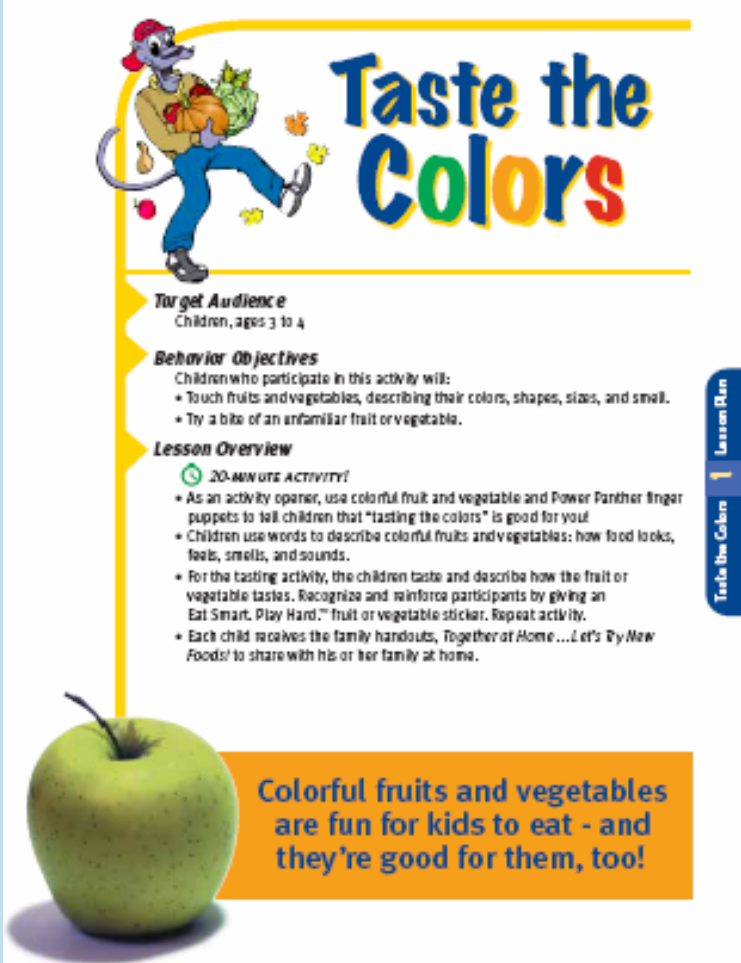


- Creative ways to use resources
- Share users' ideas
- Updated quarterly



New and Emerging Campaign Resources

- Power Line
- Power Plans
- Kids Web Page
- Parents Web Page
- Online Ordering
- Movie Theater Advertising



Taste the Colors

Target Audience
Children, ages 3 to 4

Behavior Objectives
Children who participate in this activity will:

- Touch fruits and vegetables, describing their colors, shapes, sizes, and smell.
- Try a bite of an unfamiliar fruit or vegetable.

Lesson Overview

20-MINUTE ACTIVITY!

- As an activity opener, use colorful fruit and vegetable and Power Panther finger puppets to tell children that "tasting the colors" is good for you!
- Children use words to describe colorful fruits and vegetables: how food looks, feels, smells, and sounds.
- For the tasting activity, the children taste and describe how the fruit or vegetable tastes. Recognize and reinforce participants by giving an Eat Smart, Play Hard.™ fruit or vegetable sticker. Repeat activity.
- Each child receives the family handouts, Together at Home... Let's Try New Foods! to share with his or her family at home.

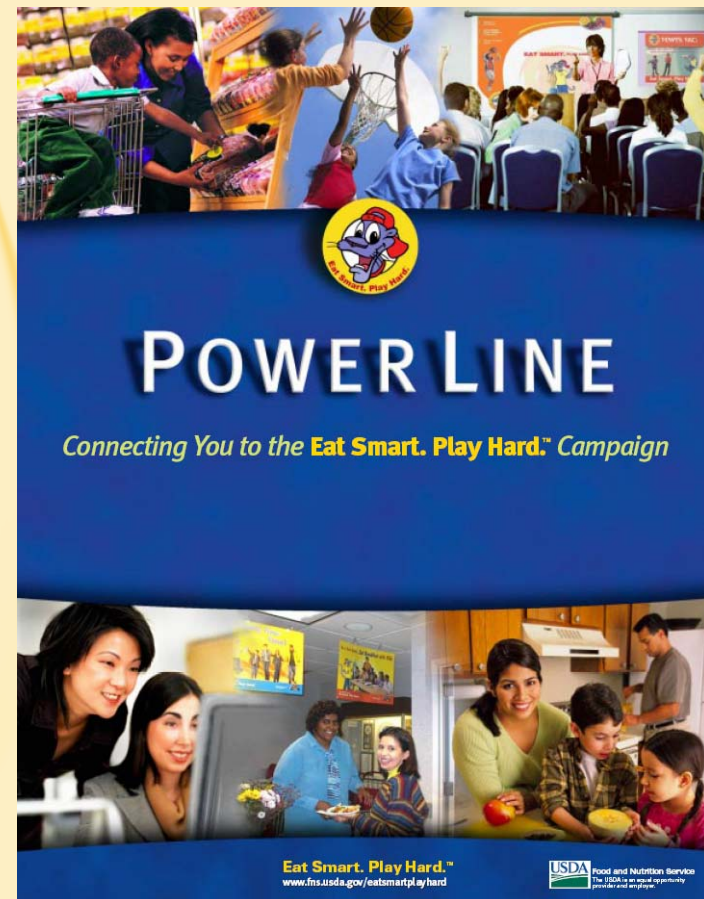
Colorful fruits and vegetables are fun for kids to eat - and they're good for them, too!

Lesson Plan 1 Taste the Colors



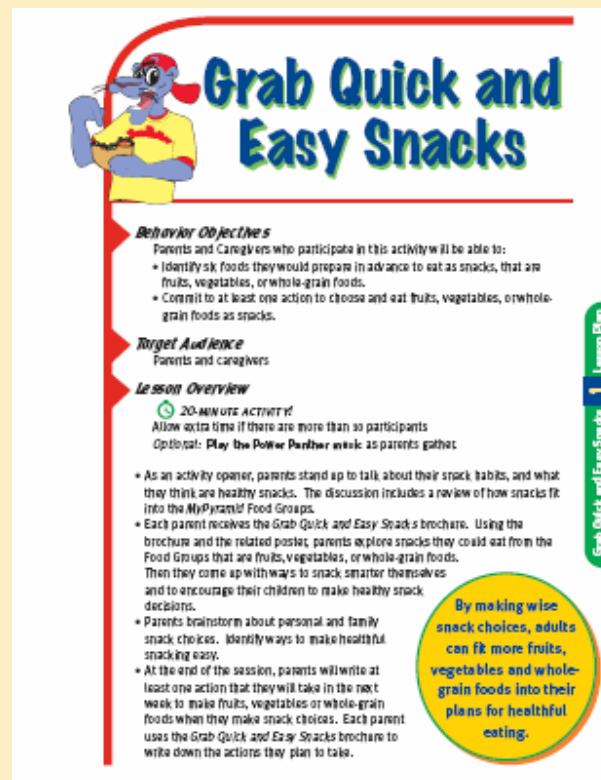
Power Line

- Six training presentations
- Ideas & guidance
- Web links with resources



Power Plans

- “Ready-to-use” tools
- Interactive lesson plans
- Use ESPH & other FNS materials to reinforce learning
- Facilitate delivery of behavior-focused & consistent messages



Power Plans Target Audience and Topics

Kids Age

- 3-4 yrs
- 5-7 yrs
- 8-10 yrs
- 11-12 yrs

Taste the Colors

Snack Smart

Power Up With Breakfast

Choose Drinks That Count



Power Plans Topics for Adults

- Balance Your Day With Food and Play
- Choosing Food For a Day
- Power Up With Breakfast
- Make Family Time an Active Time
- Grab Quick and Easy Snacks



Lesson Overview



20-MINUTE ACTIVITY!



- **Activity opener**
- **Explore “power up breakfast basics”**
- **Wrap up with the “Power Up with Breakfast Ball Toss”**
- **Home / Community Activities**
- **Family Handouts**



Kids' Website

Kids' web page - - interactive games, stories , fun activities



Parent's Website



PARENT'S PLACE



Time To Eat

Featured Recipes

- Negli Stati Uniti un
- respinto il ricorso di un
- che chiedeva un



Advice Alley

Tips...

- Negli Stati Uniti un
- respinto il ricorso di un
- che chiedeva u



Real Stories

Feature Story

un giudice federale ha respinto il ricorso di un dottore del Maryland che chiedeva un risarcimento di circa 800 milioni di euro sostenendo



Family Fun

Spring Time...

- Plant flowers
- Spring Cleaning
- Health Easter Treats



Myth or Reality

Negli Stati Uniti un giudice federale ha respinto il ricorso di un dottore del Maryland che chiedeva un risarcimento di circa 800 milioni di euro, sostenendo che i cellulari causano tumori....**Myth or Reality???**



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Online Ordering System

- Order On-Line
- Check website often for new materials and resources



**What are you
waiting for?**

Visit

www.fns.usda.gov/eatsmartplayhard/

today!

